GOVERNMENT OF INDIA
YOUTH AFFAIRS AND SPORTS
LOK SABHA

UNSTARRED QUESTION NO:2578
ANSWERED ON:15.12.2015
Indian Premier League
Reddy Shri Midhun

Will the Minister of YOUTH AFFAIRS AND SPORTS be pleased to state:

(a) whether it is a fact that the sponsors are opting out of IPL Cricket and if so, the reasons therefor; and
(b) whether the sponsors have openly stated that the game is in the disrepute, if so, the corrective steps taken in this regard?

Answer

THE MINISTER OF STATE (INDEPENDENT CHARGE) FOR YOUTH AFFAIRS AND SPORTS (SHRI SARBANANDA SONOWAL)
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(a)&(b) Madam, BCCI has informed vide their letter dated 10.12.2015 that it is not true that Sponsors have opted out of IPL Cricket. M/s. PEPSICO was the title sponsor and they expressed their desire to withdraw and facilitated a new sponsor in VIVO Mobile instead of PEPSI. Further, BCCI has also informed that it is not true that sponsors have blamed that the game is in disrepute.